

ORDER



Orders
Order / Rev: 712437
Alt Order #: 06308227
Product Desc: JOHN THRASHER CAMP
Estimate: 449
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/10/12 / 09/10/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Thrasher For Senate
Demographic: A35+
Product Codes: PL-State/Local
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru: 08/07/10
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	4	\$750.00	\$637.50
10/29/12	10/29/12	1	\$200.00	\$170.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	4	\$750.00	\$637.50	0.00
November 2012	1	\$200.00	\$170.00	0.00
Totals	5	\$950.00	\$807.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	4%	\$950.00
Market	100%	\$23,750.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$475.00
WCWJ	0%	\$0.00
WJXT	26%	\$6,175.00
WTEV	31%	\$7,362.50
WTLV	37%	\$8,787.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/23/12	10/25/12	Nightline Nightline	CM	M-F 11:35p-12:05a	-TWT---	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWT---		3			\$200.00		0.00				
2	WJXX	10/28/12	10/28/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a	- eff 6/7 - - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S		1			\$150.00		0.00				
3	WJXX	10/29/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WJXX	10/29/12	10/29/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1				\$200.00		0.00			
Totals														5	\$950.00